

Memorandum

TO: CITY COUNCIL

**SUBJECT: 2013 COMMUNITY BUDGET
SURVEY PRELIMINARY
RESULTS**

FROM: Mayor Chuck Reed

DATE: January 30, 2013

Approved

Chuck Reed

Date

1/31/13

INFORMATION

Attached for your information, are the topline survey results of the 2013 Community Budget Survey recently conducted by Fairbank, Maslin, Maullin, Metz and Associates (FM3). The first attachment is topline results for all 908 interviews. The second attachment is topline data for likely November 2014 voters.

A follow-up report of the survey's findings in greater detail will be provided by FM3 for the City Council meeting on February 12. This year's survey explored residents' perceptions of City services, funding and service priorities, potential compensation issues, and support or opposition regarding potential ballot measures to increase revenue. We have conducted an annual Community Budget Survey for the past six years as part of the community engagement process for the budget, and it is based on telephone interviews of a random sample of 908 San José residents.

2013 CITY OF SAN JOSÉ COMMUNITY BUDGET SURVEY**320-546-WT****N=908****A/B SPLITS**

Hello, I'm _____ from F-M-3, a public opinion research company. We're conducting a public opinion survey about issues that interest residents of the City of San José. **(IF RESPONDENT REPLIES IN SPANISH OR VIETNAMESE, OR DESIRES TO SPEAK ONE OF THESE LANGUAGES, FOLLOW THE ESTABLISHED PROCEDURE FOR HANDING OFF TO AN INTERVIEWER WHO SPEAKS THE APPROPRIATE LANGUAGE.)** We are definitely not trying to sell anything, and we are only interested in your opinions.

(FOR LISTED SAMPLE, READ THE FOLLOWING INTRO:)

May I speak to _____? **(YOU MUST SPEAK TO THE VOTER LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED, OTHERWISE TERMINATE.)**

(FOR BOTH RDD SAMPLES, READ THE FOLLOWING INTRO:)

May I speak with the adult in your household who celebrated a birthday most recently? **(IF NOT AVAILABLE, ASK:)** May I speak to another adult member of your household who is 18 years old or older?"

(RESUME ASKING ALL RESPONDENTS IN ALL SAMPLES)

1. **(T)** Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely? **(IF NOT ON A CELL PHONE, ASK: "Do you own a cell phone?")**

Yes, cell and can talk safely-----**(ASK Q2)-- 36%**

Yes, cell not cannot talk safely -----**TERMINATE**

No, not on cell, but own one -----**(ASK Q2)-- 45%**

No, not on cell and do not own one -----**(SKIP Q2)-- 19%**

(DON'T READ) DK/NA/REFUSED-----TERMINATE

(ASK ONLY IF CODES 1 OR 2 "OWN A CELL PHONE" IN Q1)

2. **(T)** Would you say you use your cell phone to make and receive all of your phone calls, most of your phone calls, do you use your cell phone and home landline phone equally or do you mostly use your home landline phone to make and receive calls?

All cell phone-----27%

Mostly cell phone -----26%

Cell and landline equally-----25%

Mostly landline -----21%

(DON'T READ) DK/NA-----1%

(RESUME ASKING ALL RESPONDENTS IN BOTH RDD SAMPLES)

3. (T) I will not need to know your exact address, but in order to help me verify that you live within the boundaries of our interviewing area, could you please tell me what the ZIP code is for your current residence? **(TERMINATE ALL WHOSE ZIP CODE IS NOT ON THE LIST OF SAN JOSÉ ZIPS)**

(RECORD ZIP CODE) _____

4. (T) Do you live in the City of San José or in some other city?

San José -----100%

All other responses----- **TERMINATE**

(DON'T KNOW/NA) ----- **TERMINATE**

(RESUME ASKING ALL RESPONDENTS IN ALL SAMPLES)

NOW I WOULD LIKE TO ASK YOU ABOUT SOME DIFFERENT MEASURES THAT MAY APPEAR ON AN UPCOMING CITY OF SAN JOSÉ BALLOT IN A FUTURE ELECTION. PLEASE LISTEN CAREFULLY TO THE DESCRIPTION OF EACH ONE, AND THEN TELL ME HOW YOU THINK YOU MIGHT VOTE.

5. (T*) The first potential measure is entitled **The City of San José Vital City Services Measure**, and reads as follows:

“To provide funding to preserve essential City services such as: maintaining neighborhood police patrols; keeping 9-1-1 emergency response times low; keeping fire stations open; encouraging economic development and job creation; and maintaining streets, parks and library hours; shall the City enact a **(SPLIT SAMPLE A: one-half percent sales tax) (SPLIT SAMPLE B: one-quarter percent sales tax)**, dedicated to City services, protected from State raids, and subject to existing financial audits?”

If there were an election today, do you think you would vote “yes” in favor of this measure or “no” to oppose it? **(IF YES/NO, ASK: “Is that definitely or just probably?”) (IF UNDECIDED, DON'T KNOW, NO ANSWER, ASK: “Do you lean toward voting yes or no?”)**

	SPLIT A: <u>½%</u> <u>SALES TAX</u>	SPLIT B: <u>¼%</u> <u>SALES TAX</u>	<u>OVERALL</u>
TOTAL YES -----	60% -----	71% -----	65%
Definitely yes -----	35%-----	43%-----	39%
Probably yes -----	19%-----	20%-----	20%
Undecided, lean yes -----	6%-----	7%-----	7%
TOTAL NO -----	37% -----	26% -----	32%
Undecided, lean no -----	3%-----	3%-----	3%
Probably no -----	12%-----	5%-----	9%
Definitely no -----	22%-----	18%-----	20%
(DON'T READ) DK/NA -----	3% -----	3% -----	3%

6. Next, the second potential measure is entitled **The City of San José Library Services Protection Measure**, and reads as follows:

(T*) (SPLIT SAMPLE A ONLY – WITH AMOUNT)

“To support local libraries, including preventing severe reductions in hours; buying needed books and materials; and preventing deep cuts in children’s reading programs; shall the City of San José continue until 2024 an existing annual parcel tax of 29 dollars and 13 cents for single-family residences and proportional for other properties, adjusted for inflation capped at 3 percent annually and subject to existing financial audits?”

(SPLIT SAMPLE B ONLY – WITHOUT AMOUNT OR CPI ADJUSTMENT)

“To support local libraries, including buying needed books and materials; preventing severe reductions in hours; and preventing deep cuts in children’s reading programs; shall the City of San José renew until 2024 an existing, expiring parcel tax without increasing rates and subject to existing financial audits?”

(RESUME ASKING ALL RESPONDENTS)

If there were an election today, do you think you would vote “yes” in favor of this measure or “no” to oppose it? **(IF YES/NO, ASK: “Is that definitely or just probably?”)** **(IF UNDECIDED, DON’T KNOW, NO ANSWER, ASK: “Do you lean toward voting yes or no?”)**

	SPLIT A: W/AMOUNT /CPI	SPLIT B: NO AMOUNT /NO CPI	OVERALL
TOTAL YES -----	58% -----	73% -----	66%
Definitely yes -----	36%-----	47%-----	41%
Probably yes-----	19%-----	22%-----	20%
Undecided, lean yes -----	4%-----	5%-----	4%
 TOTAL NO -----	 35% -----	 24% -----	 29%
Undecided, lean no -----	3%-----	3%-----	3%
Probably no -----	7%-----	6%-----	7%
Definitely no -----	25%-----	14%-----	20%
 (DON’T READ) DK/NA -----	 7% -----	 3% -----	 5%

7. Now I would like to ask you about four other measures that may appear on a future City of San José ballot. After I read each one, please tell me whether you would vote yes to support it, or no to oppose it? **(IF YES/NO, ASK:)** "Is that definitely **(YES/NO)** or just probably?" **(IF UNDECIDED, ASK:)** "Well, do you lean towards voting yes or no?" **(RANDOMIZE)**

<u>DEF</u>	<u>PROB</u>	<u>LEAN</u>	<u>LEAN</u>	<u>PROB</u>	<u>DEF</u>	<u>(DK/</u>
<u>YES</u>	<u>YES</u>	<u>YES</u>	<u>NO</u>	<u>NO</u>	<u>NO</u>	<u>NA)</u>

- | | | | | | | | | |
|-------|---|----------|----------|---------|---------|---------|----------|---------|
| []a. | (T) A measure to help maintain street paving, pothole repair and traffic safety on residential streets and major roads <u>through a parcel tax limited to five years and contingent on the property type and size, but not to exceed 97 dollars per year for residential parcels.</u> | -----33% | -----18% | -----5% | -----5% | -----8% | -----26% | -----4% |
| []b. | (T*) A measure to protect and maintain essential City services like police patrols, 9-1-1 emergency response, fire protection, libraries, and streets and parks maintenance by <u>increasing the business tax to keep up with past and future inflation.</u> | -----39% | -----21% | -----6% | -----2% | -----7% | -----19% | -----5% |
| []c. | A measure to provide funding <u>solely dedicated to public safety services</u> in San José, including neighborhood police patrols; violent crime and gang prevention; and emergency fire and medical response capabilities <u>funded by a one-quarter percent sales tax.</u> | -----39% | -----19% | -----7% | -----3% | -----6% | -----22% | -----3% |

(SPLIT SAMPLE A ONLY)

- | | | | | | | | | |
|-------|--|----------|----------|---------|---------|---------|----------|---------|
| []d. | A measure to provide funding <u>solely dedicated to fire services</u> in San José, including firefighting, emergency medical services, emergency dispatch and rescue services, and hazardous incident response <u>funded by a one-quarter percent sales tax.</u> | -----35% | -----20% | -----6% | -----2% | -----8% | -----26% | -----3% |
|-------|--|----------|----------|---------|---------|---------|----------|---------|

DEF	PROB	LEAN	LEAN	PROB	DEF	(DK/
<u>YES</u>	<u>YES</u>	<u>YES</u>	<u>NO</u>	<u>NO</u>	<u>NO</u>	<u>NA</u>)

(SPLIT SAMPLE B ONLY)

- []e. A measure to provide funding solely dedicated to police services in San José, including violent crime and gang prevention; robbery and burglary investigations; officers for neighborhood patrols; and school safety partnerships funded by a one-quarter percent sales tax. -----43%-----20%-----4%-----2%-----9%-----18%-----4%

(RESUME ASKING ALL RESPONDENTS)

NOW I AM GOING TO ASK YOU SOME GENERAL QUESTIONS ABOUT LIFE IN SAN JOSÉ.

(ASK Q8 OF SPLIT SAMPLE A ONLY)

8. First, I am going to read you a list of different aspects of life in San José. After I read each one, please tell me if you expect that item to be better or worse twelve months from now. **(IF BETTER/WORSE, ASK:)** "Is that much **BETTER/WORSE** or somewhat **BETTER/WORSE**?"

MUCH	SMWT	(NO	SMWT	MUCH	
<u>BETTER</u>	<u>BETTER</u>	<u>DIFF.</u>)	<u>WORSE</u>	<u>WORSE</u>	<u>(DK/NA)</u>

(RANDOMIZE a-d)

- []a. (T) Your personal financial situation-----19%-----26%-----35%-----13%-----6%-----3%
- []b. (T) The local economy-----19%-----41%-----16%-----14%-----6%-----3%
- []c. Public safety in the City of San José -----14%-----21%-----32%-----19%-----11%-----3%
- []d. Public safety in your immediate neighborhood-----13%-----23%-----41%-----14%-----6%-----3%

(ALWAYS ASK e. LAST)

- e. (T) The City's budget-----12%-----22%-----19%-----23%-----12%-----12%

(ASK Q9 OF SPLIT SAMPLE B ONLY)

9. First, I am going to read you a list of different aspects of life in San José. After I read each one, please tell me whether you currently have a generally positive or generally negative feeling about that item.

(IF POSITIVE/NEGATIVE, ASK:) “Is that very POSITIVE/NEGATIVE or somewhat POSITIVE/NEGATIVE?”

	<u>VERY POS.</u>	<u>SMWT POS.</u>	<u>(NO DIFF.)</u>	<u>SMWT NEG.</u>	<u>VERY NEG.</u>	<u>(DK/NA)</u>
(RANDOMIZE a-d)						
[]a. (T) Your personal financial situation -----	26%	37%	16%	9%	7%	5%
[]b. (T) The local economy-----	20%	37%	11%	20%	10%	2%
[]c. Public safety in the City of San José -----	20%	39%	10%	18%	11%	2%
[]d. Public safety in your immediate neighborhood-----	35%	32%	11%	12%	7%	1%

(ALWAYS ASK e. LAST)

- e. **(T)** The City's budget----- 5%----- 14%-----15%-----27%-----22%----- 16%

(RESUME ASKING ALL RESPONDENTS)

NOW I AM GOING TO ASK YOU SOME QUESTIONS THAT DEAL WITH SAN JOSÉ'S CITY GOVERNMENT BUDGET.

10. **(T)** First, how closely do you follow the news about San José city government and the city budget: very closely, somewhat closely, not too closely, or not at all?

Very closely----- 16%
 Somewhat closely----- 39%
 Not too closely ----- 30%
 Not at all----- 15%
(DK/NA) -----1%

11. **(T)** Thinking about its next budget, do you think that the City of San José will start its budget process with a budget surplus, a balanced budget, or a budget deficit? **(IF BUDGET SURPLUS/DEFICIT, ASK: “Will it be a very large SURPLUS/DEFICIT or just a small SURPLUS/DEFICIT?”)**

Large surplus -----1%
 Small surplus -----4%
 Balanced budget----- 18%
 Small deficit ----- 33%
 Large deficit -----26%
(DON'T KNOW/NA) ----- 18%

12. (T) Next, I am going to ask you to imagine you are in charge of San José's city budget. The City of San José has five major priority goals and I would like you to tell me how you would prioritize City spending to achieve these goals. For this exercise, assume you have 100 dollars to spend on all five. After I read you all of the goals, please tell me how many dollars out of 100 you would spend on each goal, keeping in mind that the total must add up to 100 dollars. **(READ RANDOMIZED LIST OF GOALS; RE-READ INSTRUCTIONS AS NECESSARY AND ENSURE THAT THE TOTAL DOLLAR AMOUNT EQUALS \$100)**

	<u>\$0-\$10</u>	<u>\$11-\$20</u>	<u>\$21-\$30</u>	<u>\$31-\$40</u>	<u>\$41+</u>	<u>MEAN \$ AMOUNT</u>
<input type="checkbox"/> A safe City-----	11%	49%	23%	6%	10%	25
<input type="checkbox"/> A prosperous economy -----	17%	50%	20%	6%	7%	23.1
<input type="checkbox"/> An attractive vibrant community -----	38%	51%	8%	2%	1%	15.9
<input type="checkbox"/> A green sustainable City -----	40%	48%	8%	2%	2%	16
<input type="checkbox"/> A reliable well-maintained infrastructure-----	21%	53%	19%	3%	3%	20
TOTAL-----	\$100					

13. Next, which one of the following five categories of budget enhancements do you feel should be the City's highest priority if additional funding were available its next budget? **(READ LIST; IF FIRST CHOICE MADE, FOLLOW UP BY ASKING: "And which should be the second highest priority?")** **(RANDOMIZE)**

	<u>FIRST PRIORITY</u>	<u>SECOND PRIORITY</u>
<input type="checkbox"/> a. Increasing library hours -----	10%	11%
<input type="checkbox"/> b. Increasing community center hours-----	5%	11%
<input type="checkbox"/> c. Hiring more police officers -----	50%	19%
<input type="checkbox"/> d. Increasing the size of the fire department-----	8%	32%
<input type="checkbox"/> e. Restoring pay for City employees who previously agreed to pay cuts-----	17%	13%
(DON'T READ) All-----	3%	1%
(DON'T READ) None -----	3%	1%
(DON'T READ) DK -----	4%	12%

14. Next, over the past several years City employees agreed to have their pay cut to help the City balance its budget. Some people have said that if additional funding were available the City should restore pay for those who had their pay cut, in order to retain and recruit high-quality City employees. Does this sound like something you would support or oppose? **(IF SUPPORT/OPPOSE: "Is that strongly SUPPORT/OPPOSE or just somewhat SUPPORT/OPPOSE?")**

TOTAL SUPPORT ----- 64%

Strongly support----- 39%

Somewhat support ----- 24%

TOTAL OPPOSE----- 28%

Somewhat oppose----- 11%

Strongly oppose ----- 17%

(DON'T READ) DK/NA-----8%

**NOW I AM GOING TO ASK YOU A FEW QUESTIONS ABOUT A
SOMEWHAT DIFFERENT, BUT RELATED, TOPIC.**

15. First, the City's police department is currently operating below authorized staffing levels due to unusually high rates of retirement and resignation. Given this, would you support or oppose increasing pay for experienced – but not new – police officers in order to encourage experienced officers to stay with the department and maintain effective staffing levels? **(IF SUPPORT/OPPOSE, ASK: "Is that strongly SUPPORT/OPPOSE or just somewhat?")**

TOTAL SUPPORT ----- 63%

Strongly support----- 36%

Somewhat support ----- 28%

TOTAL OPPOSE----- 30%

Somewhat oppose----- 13%

Strongly oppose ----- 18%

(DON'T READ) DK/NA-----6%

(ASK Q16 ONLY IF "SUPPORT" – CODES 1 OR 2 – IN Q15)

16. Next, I am going to read you a list of different approaches the City could use to fund pay increases for experienced police officers in order to improve retention rates and maintain staffing levels. Please tell me which one of the following approaches would be your first choice for the City to use. **(READ LIST; IF FIRST CHOICE MADE, FOLLOW UP BY ASKING: "And which would be your second choice?") (RANDOMIZE)**

	<u>FIRST CHOICE</u>	<u>SECOND CHOICE</u>
[]a. Reducing the number of library branches-----	20%	27%
[]b. Reducing community center hours-----	22%	30%
[]c. Raising additional revenue, including taxes or fees -----	38%	14%
(DON'T READ) All-----	5%	0%
(DON'T READ) None -----	8%	6%
(DON'T READ) Don't know -----	6%	22%

(RESUME ASKING ALL RESPONDENTS)**HERE ARE MY FINAL QUESTIONS. THEY ARE JUST FOR STATISTICAL PURPOSES.**

17. (T) Do you live in a single-residence detached home, or do you live in a multi-family apartment, mobile home park, or condo building?

Single family detached house ----- 74%
Multi-family apt/condo ----- 22%
Mobile home park ----- 2%
(DON'T READ) Don't know/
Refused ----- 1%

18. (T) Do you own or rent the house or apartment where you live?

Own ----- 69%
Rent ----- 29%
(DON'T READ) Don't know/
Refused ----- 2%

19. (T) Are there any children under the age of 18 living in your household?

Yes ----- 34%
No ----- 65%
(DK/NA) ----- 1%

20. (T) What was the last level of school you completed?

Grades 1-8 ----- 1%
Grades 9-11 ----- 4%
High school graduate (12) ----- 15%
Some college ----- 22%
Business/vocational school ----- 4%
College graduate (4) ----- 37%
Post-graduate work/
Professional school ----- 15%
(DON'T READ) DK/Refused ----- 2%

21. (T) Please stop me when I come to the category that best describes the ethnic or racial group with which you identify yourself. Is it....?

Hispanic/Latino ----- 21%
African-American ----- 3%
Asian/Pacific Islander ----- 19%
Caucasian/White ----- 47%
Native American/Indian ----- 1%
Some other group or identification ----- 5%
(DON'T READ) Refused ----- 3%

22. (T) In what year were you born?

1995-1989 (18-24)	7%
1988-1984 (25-29)	5%
1983-1979 (30-34)	10%
1978-1974 (35-39)	6%
1973-1969 (40-44)	9%
1968-1964 (45-49)	12%
1963-1959 (50-54)	10%
1958-1954 (55-59)	9%
1953-1949 (60-64)	8%
1948-1939 (65-74)	10%
1938 or earlier (75 & over)	9%
(DON'T READ) DK/Refused	4%

23. (T) I don't need to know the exact amount but I'm going to read you some categories for household income. Would you please stop me when I have read the category indicating the total combined income for all the people in your household before taxes in 2012?

\$30,000 and under	13%
\$30,001 - \$60,000	16%
\$60,001 - \$75,000	13%
\$75,001 - \$100,000	11%
\$100,001 - \$150,000	10%
More than \$150,000	12%
(DON'T READ) Refused	25%

(ASK Q24 – Q25 OF BOTH RDD SAMPLES ONLY)

24. Are you a registered voter in the City of San José?

Yes (CONTINUE TO Q25 AND Q26)	90%
No (SKIP TO Q27)	9%
(DON'T READ) Refused (SKIP TO Q27)	1%

(IF "YES" IN Q24 ASK:)

25. Are you registered as a Democrat, as a Republican, as a member of another political party, or as declining to state a party affiliation?

Democrat	54%
Republican	17%
Other/Declining to State	24%
(DON'T READ) Refused	6%

(ASK ALL RESPONDENTS WHO ARE "YES" IN Q24 AND ASK ALL VOTERS ON THE LISTED SAMPLE)

26. Which of the following best describes how often you vote in local elections: (READ LIST)

I never miss an election ----- 53%

I vote in almost all elections ----- 27%

I vote in most major elections, but occasionally miss one ----- 13%

I only vote in some elections, or ----- 4%

I rarely vote ----- 2%

(DON'T READ) Refused----- 1%

(RESUME ASKING ALL RESPONDENTS IN ALL SAMPLES)

27. Here is my final question. Could you tell me the cross streets of the main intersection near where you live? (WRITE IN STREET NAMES)

Street _____

with
Street _____

THANK YOU VERY MUCH FOR YOUR TIME AND ATTENTION TO MY QUESTIONS.

Gender by observation: Male----- 49%
Female ----- 51%

Language by observation: English----- 91%
Spanish ----- 5%
Vietnamese----- 4%

Sample: Standard RDD ----- 38%
Cell Phone RDD ----- 12%
Voter List----- 50%

Phone # _____

Date _____

ZIP _____

City _____

County _____

Interviewer _____

Cluster # _____

Verified by _____

Page # _____

(RECORD BELOW FOR VOTER LIST SAMPLE ONLY)

Party: From file

Democrat ----- 49%
Republican ----- 25%
No party preference ----- 23%
Other party ----- 3%

Name _____

Page # _____

Address _____

Voter ID # _____

City _____

Precinct _____

Zip _____

Interviewer _____

FLAGS

P06 ----- 48%
G06 ----- 62%
F08 ----- 67%
P08 ----- 45%
G08 ----- 86%
M09 ----- 49%
P10 ----- 60%
G10 ----- 92%
P12 ----- 65%

VOTE BY MAIL

1 ----- 10%
2 ----- 10%
3+ ----- 54%
BLANK ----- 26%

PERMANENT ABSENTEE

Yes ----- 73%
No ----- 27%

CITY COUNCIL DISTRICT

1 ----- 8%
2 ----- 10%
3 ----- 9%
4 ----- 9%
5 ----- 9%
6 ----- 14%
7 ----- 7%
8 ----- 8%
9 ----- 13%
10 ----- 12%

2013 CITY OF SAN JOSÉ COMMUNITY BUDGET SURVEY

320-546-WT

N=651

A/B SPLITS

LIKELY NOVEMBER 2014 VOTERS

Hello, I'm _____ from F-M-3, a public opinion research company. We're conducting a public opinion survey about issues that interest residents of the City of San José. **(IF RESPONDENT REPLIES IN SPANISH OR VIETNAMESE, OR DESIRES TO SPEAK ONE OF THESE LANGUAGES, FOLLOW THE ESTABLISHED PROCEDURE FOR HANDING OFF TO AN INTERVIEWER WHO SPEAKS THE APPROPRIATE LANGUAGE.)** We are definitely not trying to sell anything, and we are only interested in your opinions.

(FOR LISTED SAMPLE, READ THE FOLLOWING INTRO:)

May I speak to _____? **(YOU MUST SPEAK TO THE VOTER LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED, OTHERWISE TERMINATE.)**

(FOR BOTH RDD SAMPLES, READ THE FOLLOWING INTRO:)

May I speak with the adult in your household who celebrated a birthday most recently? **(IF NOT AVAILABLE, ASK:)** May I speak to another adult member of your household who is 18 years old or older?"

(RESUME ASKING ALL RESPONDENTS IN ALL SAMPLES)

1. **(T)** Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely? **(IF NOT ON A CELL PHONE, ASK: "Do you own a cell phone?")**

Yes, cell and can talk safely-----**(ASK Q2)-- 33%**

Yes, cell not cannot talk safely -----**TERMINATE**

No, not on cell, but own one -----**(ASK Q2)-- 46%**

No, not on cell and do not own one-----**(SKIP Q2)-- 21%**

(DON'T READ) DK/NA/REFUSED-----TERMINATE

(ASK ONLY IF CODES 1 OR 2 "OWN A CELL PHONE" IN Q1)

2. **(T)** Would you say you use your cell phone to make and receive all of your phone calls, most of your phone calls, do you use your cell phone and home landline phone equally or do you mostly use your home landline phone to make and receive calls?

All cell phone-----26%

Mostly cell phone -----25%

Cell and landline equally-----26%

Mostly landline-----22%

(DON'T READ) DK/NA-----2%

(RESUME ASKING ALL RESPONDENTS IN BOTH RDD SAMPLES)

3. (T) I will not need to know your exact address, but in order to help me verify that you live within the boundaries of our interviewing area, could you please tell me what the ZIP code is for your current residence? **(TERMINATE ALL WHOSE ZIP CODE IS NOT ON THE LIST OF SAN JOSÉ ZIPS)**

(RECORD ZIP CODE) _____

4. (T) Do you live in the City of San José or in some other city?

San José -----100%

All other responses----- **TERMINATE****(DON'T KNOW/NA) ----- TERMINATE****(RESUME ASKING ALL RESPONDENTS IN ALL SAMPLES)**

NOW I WOULD LIKE TO ASK YOU ABOUT SOME DIFFERENT MEASURES THAT MAY APPEAR ON AN UPCOMING CITY OF SAN JOSÉ BALLOT IN A FUTURE ELECTION. PLEASE LISTEN CAREFULLY TO THE DESCRIPTION OF EACH ONE, AND THEN TELL ME HOW YOU THINK YOU MIGHT VOTE.

5. (T*) The first potential measure is entitled **The City of San José Vital City Services Measure**, and reads as follows:

“To provide funding to preserve essential City services such as: maintaining neighborhood police patrols; keeping 9-1-1 emergency response times low; keeping fire stations open; encouraging economic development and job creation; and maintaining streets, parks and library hours; shall the City enact a **(SPLIT SAMPLE A: one-half percent sales tax)** **(SPLIT SAMPLE B: one-quarter percent sales tax)**, dedicated to City services, protected from State raids, and subject to existing financial audits?”

If there were an election today, do you think you would vote “yes” in favor of this measure or “no” to oppose it? **(IF YES/NO, ASK: “Is that definitely or just probably?”)** **(IF UNDECIDED, DON'T KNOW, NO ANSWER, ASK: “Do you lean toward voting yes or no?”)**

	SPLIT A: ½% <u>SALES TAX</u>	SPLIT B: ¼% <u>SALES TAX</u>	<u>OVERALL</u>
TOTAL YES -----	57% -----	70% -----	64% -----
Definitely yes -----	34% -----	44% -----	39% -----
Probably yes -----	18% -----	20% -----	19% -----
Undecided, lean yes -----	5% -----	6% -----	6% -----
TOTAL NO -----	40% -----	28% -----	34% -----
Undecided, lean no -----	4% -----	3% -----	3% -----
Probably no -----	12% -----	5% -----	8% -----
Definitely no -----	24% -----	20% -----	22% -----
(DON'T READ) DK/NA -----	3% -----	2% -----	3% -----

6. Next, the second potential measure is entitled **The City of San José Library Services Protection Measure**, and reads as follows:

(T*) (SPLIT SAMPLE A ONLY – WITH AMOUNT)

“To support local libraries, including preventing severe reductions in hours; buying needed books and materials; and preventing deep cuts in children’s reading programs; shall the City of San José continue until 2024 an existing annual parcel tax of 29 dollars and 13 cents for single-family residences and proportional for other properties, adjusted for inflation capped at 3 percent annually and subject to existing financial audits?”

(SPLIT SAMPLE B ONLY – WITHOUT AMOUNT OR CPI ADJUSTMENT)

“To support local libraries, including buying needed books and materials; preventing severe reductions in hours; and preventing deep cuts in children’s reading programs; shall the City of San José renew until 2024 an existing, expiring parcel tax without increasing rates and subject to existing financial audits?”

(RESUME ASKING ALL RESPONDENTS)

If there were an election today, do you think you would vote “yes” in favor of this measure or “no” to oppose it? **(IF YES/NO, ASK: “Is that definitely or just probably?”)** **(IF UNDECIDED, DON’T KNOW, NO ANSWER, ASK: “Do you lean toward voting yes or no?”)**

	SPLIT A: W/AMOUNT /CPI	SPLIT B: NO AMOUNT /NO CPI	OVERALL
TOTAL YES -----	56% -----	72% -----	64%
Definitely yes -----	35% -----	47% -----	41%
Probably yes -----	18% -----	21% -----	20%
Undecided, lean yes -----	3% -----	4% -----	4%
 TOTAL NO -----	 37% -----	 24% -----	 31%
Undecided, lean no -----	3% -----	1% -----	2%
Probably no -----	8% -----	6% -----	7%
Definitely no -----	27% -----	17% -----	22%
 (DON’T READ) DK/NA -----	 7% -----	 4% -----	 5%

7. Now I would like to ask you about four other measures that may appear on a future City of San José ballot. After I read each one, please tell me whether you would vote yes to support it, or no to oppose it? **(IF YES/NO, ASK:)** "Is that definitely **(YES/NO)** or just probably?" **(IF UNDECIDED, ASK: "Well, do you lean towards voting yes or no?") (RANDOMIZE)**

	DEF YES	PROB YES	LEAN YES	LEAN NO	PROB NO	DEF NO	(DK/ NA)
[]a. (T) A measure to help maintain street paving, pothole repair and traffic safety on residential streets and major roads <u>through a parcel tax limited to five years and contingent on the property type and size, but not to exceed 97 dollars per year for residential parcels.</u>	31%	18%	5%	4%	9%	29%	4%
[]b. (T*) A measure to protect and maintain essential City services like police patrols, 9-1-1 emergency response, fire protection, libraries, and streets and parks maintenance by <u>increasing the business tax to keep up with past and future inflation.</u>	37%	21%	5%	3%	7%	22%	6%
[]c. A measure to provide funding <u>solely dedicated to public safety services</u> in San José, including neighborhood police patrols; violent crime and gang prevention; and emergency fire and medical response capabilities <u>funded by a one-quarter percent sales tax.</u>	39%	19%	6%	3%	6%	24%	3%
(SPLIT SAMPLE A ONLY)							
[]d. A measure to provide funding <u>solely dedicated to fire services</u> in San José, including firefighting, emergency medical services, emergency dispatch and rescue services, and hazardous incident response <u>funded by a one-quarter percent sales tax.</u>	31%	21%	5%	2%	9%	30%	3%

DEF	PROB	LEAN	LEAN	PROB	DEF	(DK/
<u>YES</u>	<u>YES</u>	<u>YES</u>	<u>NO</u>	<u>NO</u>	<u>NO</u>	<u>NA</u>)

(SPLIT SAMPLE B ONLY)

- []e. A measure to provide funding
solely dedicated to police services
in San José, including violent crime
and gang prevention; robbery and
burglary investigations; officers for
neighborhood patrols; and school
safety partnerships funded by a one-
quarter percent sales tax. -----41%-----21%-----3%-----3%-----9%-----21%-----3%

(RESUME ASKING ALL RESPONDENTS)

NOW I AM GOING TO ASK YOU SOME GENERAL QUESTIONS ABOUT LIFE IN SAN JOSÉ.

(ASK Q8 OF SPLIT SAMPLE A ONLY)

8. First, I am going to read you a list of different aspects of life in San José. After I read each one, please tell me if you expect that item to be better or worse twelve months from now. **(IF BETTER/WORSE, ASK:)** "Is that much **BETTER/WORSE** or somewhat **BETTER/WORSE**?"

<u>MUCH</u>	<u>SMWT</u>	<u>(NO</u>	<u>SMWT</u>	<u>MUCH</u>	
<u>BETTER</u>	<u>BETTER</u>	<u>DIFF.)</u>	<u>WORSE</u>	<u>WORSE</u>	<u>(DK/NA)</u>

(RANDOMIZE a-d)

- []a. (T) Your personal financial
situation-----19%-----26%-----36%-----12%-----6%-----2%
- []b. (T) The local economy-----20%-----42%-----16%-----12%-----6%-----4%
- []c. Public safety in the City of San
José -----14%-----20%-----30%-----20%-----12%-----4%
- []d. Public safety in your immediate
neighborhood-----14%-----22%-----42%-----14%-----6%-----3%

(ALWAYS ASK e. LAST)

- e. (T) The City's budget-----12%-----22%-----20%-----23%-----13%-----10%

(ASK Q9 OF SPLIT SAMPLE B ONLY)

9. First, I am going to read you a list of different aspects of life in San José. After I read each one, please tell me whether you currently have a generally positive or generally negative feeling about that item. **(IF POSITIVE/NEGATIVE, ASK:) "Is that very POSITIVE/NEGATIVE or somewhat POSITIVE/NEGATIVE?"**

	<u>VERY POS.</u>	<u>SMWT POS.</u>	<u>(NO DIFF.)</u>	<u>SMWT NEG.</u>	<u>VERY NEG.</u>	<u>(DK/NA)</u>
(RANDOMIZE a-d)						
[]a. (T) Your personal financial situation -----	24%	38%	16%	10%	7%	5%
[]b. (T) The local economy-----	18%	40%	10%	20%	10%	2%
[]c. Public safety in the City of San José -----	18%	39%	10%	19%	12%	2%
[]d. Public safety in your immediate neighborhood-----	36%	33%	10%	11%	9%	1%

(ALWAYS ASK e. LAST)

- e. (T) The City's budget----- 5%----- 15% -----13%----- 30%-----23%----- 14%

(RESUME ASKING ALL RESPONDENTS)

NOW I AM GOING TO ASK YOU SOME QUESTIONS THAT DEAL WITH SAN JOSÉ'S CITY GOVERNMENT BUDGET.

10. (T) First, how closely do you follow the news about San José city government and the city budget: very closely, somewhat closely, not too closely, or not at all?

Very closely----- 18%
 Somewhat closely----- 43%
 Not too closely ----- 29%
 Not at all----- 10%
 (DK/NA) -----1%

11. (T) Thinking about its next budget, do you think that the City of San José will start its budget process with a budget surplus, a balanced budget, or a budget deficit? **(IF BUDGET SURPLUS/DEFICIT, ASK: "Will it be a very large SURPLUS/DEFICIT or just a small SURPLUS/DEFICIT?")**

Large surplus -----1%
 Small surplus -----5%
 Balanced budget----- 19%
 Small deficit ----- 34%
 Large deficit ----- 27%
 (DON'T KNOW/NA) ----- 15%

12. (T) Next, I am going to ask you to imagine you are in charge of San José's city budget. The City of San José has five major priority goals and I would like you to tell me how you would prioritize City spending to achieve these goals. For this exercise, assume you have 100 dollars to spend on all five. After I read you all of the goals, please tell me how many dollars out of 100 you would spend on each goal, keeping in mind that the total must add up to 100 dollars. **(READ RANDOMIZED LIST OF GOALS; RE-READ INSTRUCTIONS AS NECESSARY AND ENSURE THAT THE TOTAL DOLLAR AMOUNT EQUALS \$100)**

	<u>\$0-\$10</u>	<u>\$11-\$20</u>	<u>\$21-\$30</u>	<u>\$31-\$40</u>	<u>\$41+</u>	<u>MEAN \$ AMOUNT</u>
<input type="checkbox"/> A safe City-----	12%	48%	23%	7%	10%	24.8
<input type="checkbox"/> A prosperous economy -----	17%	49%	20%	6%	8%	23.6
<input type="checkbox"/> An attractive vibrant community -----	40%	51%	7%	1%	1%	15.5
<input type="checkbox"/> A green sustainable City -----	40%	49%	7%	2%	2%	15.7
<input type="checkbox"/> A reliable well-maintained infrastructure-----	20%	53%	19%	3%	4%	20.4
TOTAL-----	\$100					

13. Next, which one of the following five categories of budget enhancements do you feel should be the City's highest priority if additional funding were available its next budget? **(READ LIST; IF FIRST CHOICE MADE, FOLLOW UP BY ASKING: "And which should be the second highest priority?")** **(RANDOMIZE)**

	<u>FIRST PRIORITY</u>	<u>SECOND PRIORITY</u>
<input type="checkbox"/> a. Increasing library hours -----	10%	11%
<input type="checkbox"/> b. Increasing community center hours-----	5%	11%
<input type="checkbox"/> c. Hiring more police officers -----	51%	19%
<input type="checkbox"/> d. Increasing the size of the fire department-----	8%	34%
<input type="checkbox"/> e. Restoring pay for City employees who previously agreed to pay cuts-----	16%	13%
(DON'T READ) All-----	4%	1%
(DON'T READ) None -----	3%	1%
(DON'T READ) DK -----	3%	11%

14. Next, over the past several years City employees agreed to have their pay cut to help the City balance its budget. Some people have said that if additional funding were available the City should restore pay for those who had their pay cut, in order to retain and recruit high-quality City employees. Does this sound like something you would support or oppose? **(IF SUPPORT/OPPOSE: "Is that strongly SUPPORT/OPPOSE or just somewhat SUPPORT/OPPOSE?"**)

TOTAL SUPPORT ----- 62%
 Strongly support----- 39%
 Somewhat support ----- 23%

TOTAL OPPOSE----- 30%
 Somewhat oppose----- 12%
 Strongly oppose ----- 18%

(DON'T READ) DK/NA-----8%

**NOW I AM GOING TO ASK YOU A FEW QUESTIONS ABOUT A
SOMEWHAT DIFFERENT, BUT RELATED, TOPIC.**

15. First, the City's police department is currently operating below authorized staffing levels due to unusually high rates of retirement and resignation. Given this, would you support or oppose increasing pay for experienced – but not new – police officers in order to encourage experienced officers to stay with the department and maintain effective staffing levels? **(IF SUPPORT/OPPOSE, ASK: “Is that strongly SUPPORT/OPPOSE or just somewhat?”)**

TOTAL SUPPORT ----- 62%

Strongly support----- 37%

Somewhat support ----- 25%

TOTAL OPPOSE----- 32%

Somewhat oppose----- 13%

Strongly oppose ----- 18%

(DON'T READ) DK/NA-----6%

(ASK Q16 ONLY IF “SUPPORT” – CODES 1 OR 2 – IN Q15)

16. Next, I am going to read you a list of different approaches the City could use to fund pay increases for experienced police officers in order to improve retention rates and maintain staffing levels. Please tell me which one of the following approaches would be your first choice for the City to use. **(READ LIST; IF FIRST CHOICE MADE, FOLLOW UP BY ASKING: “And which would be your second choice?”)** **(RANDOMIZE)**

	<u>FIRST CHOICE</u>	<u>SECOND CHOICE</u>
[]a. Reducing the number of library branches-----	19%	26%
[]b. Reducing community center hours-----	20%	29%
[]c. Raising additional revenue, including taxes or fees -----	40%	13%
(DON'T READ) All-----	7%	0%
(DON'T READ) None -----	8%	7%
(DON'T READ) Don't know -----	5%	24%

(RESUME ASKING ALL RESPONDENTS)**HERE ARE MY FINAL QUESTIONS. THEY ARE JUST FOR STATISTICAL PURPOSES.**

17. **(T)** Do you live in a single-residence detached home, or do you live in a multi-family apartment, mobile home park, or condo building?

Single family detached house ----- 77%
 Multi-family apt/condo----- 20%
 Mobile home park-----2%
(DON'T READ) Don't know/
 Refused-----1%

18. **(T)** Do you own or rent the house or apartment where you live?

Own ----- 73%
 Rent ----- 26%
(DON'T READ) Don't know/
 Refused-----1%

19. **(T)** Are there any children under the age of 18 living in your household?

Yes ----- 30%
 No ----- 69%
(DK/NA) -----1%

20. **(T)** What was the last level of school you completed?

Grades 1-8-----1%
 Grades 9-11 -----4%
 High school graduate (12) ----- 13%
 Some college-----20%
 Business/vocational school -----3%
 College graduate (4) ----- 39%
 Post-graduate work/
 Professional school----- 18%
(DON'T READ) DK/Refused -----2%

21. **(T)** Please stop me when I come to the category that best describes the ethnic or racial group with which you identify yourself. Is it....?

Hispanic/Latino ----- 18%
 African-American-----3%
 Asian/Pacific Islander ----- 15%
 Caucasian/White ----- 54%
 Native American/Indian-----1%
 Some other group or identification -----5%
(DON'T READ) Refused -----3%

22. (T) In what year were you born?

1995-1989 (18-24)	-----4%
1988-1984 (25-29)	-----4%
1983-1979 (30-34)	-----7%
1978-1974 (35-39)	-----6%
1973-1969 (40-44)	-----9%
1968-1964 (45-49)	-----12%
1963-1959 (50-54)	-----11%
1958-1954 (55-59)	-----11%
1953-1949 (60-64)	-----10%
1948-1939 (65-74)	-----12%
1938 or earlier (75 & over)	-----11%
(DON'T READ) DK/Refused	-----4%

23. (T) I don't need to know the exact amount but I'm going to read you some categories for household income. Would you please stop me when I have read the category indicating the total combined income for all the people in your household before taxes in 2012?

\$30,000 and under	-----13%
\$30,001 - \$60,000	-----14%
\$60,001 - \$75,000	-----12%
\$75,001 - \$100,000	-----12%
\$100,001 - \$150,000	-----10%
More than \$150,000	-----13%
(DON'T READ) Refused	-----27%

(ASK Q24 – Q25 OF BOTH RDD SAMPLES ONLY)

24. Are you a registered voter in the City of San José?

Yes (CONTINUE TO Q25 AND Q26)	-----100%
No (SKIP TO Q27)	-----0%
(DON'T READ) Refused (SKIP TO Q27)	-----0%

(IF "YES" IN Q24 ASK:)

25. Are you registered as a Democrat, as a Republican, as a member of another political party, or as declining to state a party affiliation?

Democrat	-----53%
Republican	-----18%
Other/Declining to State	-----23%
(DON'T READ) Refused	-----5%

(ASK ALL RESPONDENTS WHO ARE "YES" IN Q24 AND ASK ALL VOTERS ON THE LISTED SAMPLE)

26. Which of the following best describes how often you vote in local elections: (READ LIST)

I never miss an election ----- 71%

I vote in almost all elections ----- 19%

I vote in most major elections, but occasionally miss one ----- 7%

I only vote in some elections, or ----- 2%

I rarely vote ----- 1%

(DON'T READ) Refused ----- 0%

(RESUME ASKING ALL RESPONDENTS IN ALL SAMPLES)

27. Here is my final question. Could you tell me the cross streets of the main intersection near where you live? (WRITE IN STREET NAMES)

Street _____

with
Street _____

THANK YOU VERY MUCH FOR YOUR TIME AND ATTENTION TO MY QUESTIONS.

Gender by observation:

Male ----- 49%

Female ----- 51%

Language by observation:

English ----- 90%

Spanish ----- 6%

Vietnamese ----- 4%

Sample:

Standard RDD ----- 24%

Cell Phone RDD ----- 6%

Voter List ----- 70%

Phone # _____

Date _____

ZIP _____

City _____

County _____

Interviewer _____

Cluster # _____

Verified by _____

Page # _____

(RECORD BELOW FOR VOTER LIST SAMPLE ONLY)

Party: From file

Democrat ----- 49%
 Republican ----- 25%
 No party preference ----- 23%
 Other party ----- 3%

Name _____

Page # _____

Address _____

Voter ID # _____

City _____

Precinct _____

Zip _____

Interviewer _____

FLAGS

P06 ----- 48%
 G06 ----- 62%
 F08 ----- 67%
 P08 ----- 45%
 G08 ----- 86%
 M09 ----- 49%
 P10 ----- 60%
 G10 ----- 92%
 P12 ----- 65%

VOTE BY MAIL

1 ----- 10%
 2 ----- 10%
 3+ ----- 54%
 BLANK ----- 26%

PERMANENT ABSENTEE

Yes ----- 73%
 No ----- 27%

CITY COUNCIL DISTRICT

1 ----- 9%
 2 ----- 9%
 3 ----- 8%
 4 ----- 8%
 5 ----- 8%
 6 ----- 14%
 7 ----- 7%
 8 ----- 9%
 9 ----- 13%
 10 ----- 14%